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WAYZATA

Everbearing Strawberries

Challenges the World for Size, Flavor and
Productivity

THE WORLD'S LEADING EVERBEARER

FRED W. BRADEN

Wayzata, Minnesota

Phone 386-J

WAYZATAS have won the first prize at the Minnesota State Fair every year shown. It has won the favor of thousands of leading growers all over the country. Give this berry a trial this spring and be one of our satisfied customers. I grow no other varieties. My plants are State Inspected and are on the certified list. This guarantees you disease-free and true-to-name plants.

WAYZATAS far excell all other everbearings in many ways. They are self-pollinating with heavy foliage protecting berry from the direct sun or from frosts. Will ripen better in cold weather than any other berry, and ripens with no green tips. I pack your order right and guarantee it to reach you in good setting condition. You're invited to visit our place at any time.

AN ALL-SEASON BERRY

Why set several varieties of strawberries when the Wayzata will give you an all-season crop from June until the first hard freeze in the fall? In setting spring varieties you have to wait from April until June of the next year for your first berries. In this northern district your blossoms on these plants may be caught with a late frost and you will have no crop whatever. Wayzata, set in the spring, will start fruiting in July the first season and continue until the first hard frost. The next spring they will give you a good crop of the finest flavored berries you can grow. This same patch, with proper care after the June crop is harvested, will produce another large crop of wonderful berries from August until the first freeze. This makes you three crops in 18 months' time. Set **WAYZATAS** and be sure of your berries through the entire season.

PLANT PRODUCTION

A great deal has been said about the Wayzata not being a plant maker. Under favorable conditions the Wayzata makes enough plants for a good fruiting row with but little spacing. With our system of growing Wayzatas, we get from seventy-five to one hundred and fifty thousand saleable plants per acre. The principle factor in growing plants is early setting and good care for the first month after setting. Never neglect your patch of Everbearings. Remember they start fruiting within sixty days after setting so naturally they require a little more attention than the June berry or the one-crop varieties.

HINTS ON GROWING OF THE WAYZATA STRAWBERRY PLANTS

The first consideration in setting a patch of Wayzata Strawberry plants is the lay of your land, and the condition of your soil. For any Everbearing one should avoid low, marshy ground, as these are the first to get early frosts. Fall plowing has proved to be of great benefit for raising strawberry plants. It is necessary to have a great amount of humus in the soil, either in legume crops or barnyard manure plowed under. It will always be profitable to add commercial fertilizer to any strawberry patch. Nitrogen and Phosphate being the two most needed. This can be applied, either before setting, or along the row system, after the plants show new growth. This can be used in amounts of from ten to twenty pounds each to the 100 feet of row. If applied after setting, it is best to put it on equal applications 15 to 20 days apart, being careful not to get it on the foliage, or closer than three to four inches from the plants. This can be broadcasted and hoed into the soil, or drilled along the sides of the row, with one of the many fertilizing machines.

In setting strawberry plants, your ground should be worked down to a good seed bed, either planked or rolled to firm the top of the soil. Rows should be spaced from two and one-half to four feet, depending on the requirements of the individual grower. Plants may be set from 12 to 14 inches apart in the row. The plants should be pruned down to a single crown, removing all but two or three of the center leaves, and the roots trimmed to a length of two and a half to three inches. It is best to use a setting trowel, making hole big enough for your root spread, setting your plants with the top of the root system on a level with the ground, being careful not to cover the crown with dirt. The WAYZATA has a habit of putting up more than one crown, and if these crowns appear before the plants start runnering, they should be pruned back to a single crown. This will encourage runner growth. We have found that it is absolutely necessary to have a good, even set of runners on all plants. It is not necessary or advisable to prune your plants after first runner bud has appeared. This sounds like a trying piece of work, but as there is more or less work to be done in any strawberry patch, it only takes but very little time, when hoeing or removing blossom stems to prune down a plant that shows signs of stooling. All blossom stems should be removed for a period of about sixty days, in order to get a maximum crop of both runners and fruit.

MERITS AND CHARACTERISTICS

PLANT has dark green leafed foliage. It is much hardier and disease resistant than other everbearing varieties. It will grow several crowns the first season. This, with an abundant root system, makes it the heaviest yielder of all everbearing.

BERRIES—The berries are of immense size—red clear through with no core. A bright color, having a polished appearance, generally wedge-shaped, making them an easy packer and gives them an attractive appearance in any container.

FLAVOR—Is of a sweet wild strawberry flavor. Wins all who taste it.

KEEPING QUALITIES—Retains color, gloss, and firmness several days after picking, making it a good shipper.

YIELD OF BERRIES—Depends altogether on care of plants.

With nine years of growing in commercial quantities, we have had a yield of not less than \$700 per acre and it has gone as high as \$1,200 per acre.

I have had reports from other growers of larger yields on small settings. Will outbear and bring more per case than other varieties of Everbearings.

ORDER YOUR PLANTS EARLY

Owing to the drought and the lateness of our 1939 spring there is a shortage of Wayzata plants. Be sure to place your order early before our plants are all sold.

NOTICE: These prices are to be prepaid on lots up to 100.

Spring of 1940 Prices.

| | |
|-----------------|---------------|
| 25 plants..... | \$1.35 |
| 50 plants..... | 2.00 |
| 75 plants..... | 3.00 |
| 100 plants..... | 3.75 |
| 200 plants... | \$7.00 F.O.B. |
| 300 plants... | 9.00 F.O.B. |
| 400 plants... | 11.75 F.O.B. |
| 500 plants... | 13.50 F.O.B. |
| 1000 plants... | 25.00 F.O.B. |

GUARANTEE

We guarantee every plant sold by us to be first class in every respect, free from any injurious diseases or insects, and true-to-name, and hold ourselves ready, upon proper proof, to refund or replace any that prove otherwise. It is mutually agreed between ourselves and the customers that we shall not be liable for a greater sum than the amount paid us for the plants. Not responsible for crop damaged by weather, fire, or floods. We reserve the right to return money in case of shortage.

FRED W. BRADEN,
Wayzata, Minnesota.

No plants to offer at less than prices quoted. These prices subject to change without notice.

Reference: Wayzata State Bank.

Discount for cash in full with order: 15% before January 15th, 10% before February 15th, 5% till April 1st. No discount on Canadian orders.

Be sure to advise me when you want your plants shipped. It is usually April 1st to 15th before we can dig plants.

If your express office is different from your mailing address, please so state with your order.

AN OPPORTUNITY

Wayzata offers an opportunity to have a prize-winning berry throughout the entire season. They are the best seller on any market and are exceptionally good for roadside markets. With their exceptional quality and their all red flesh, they are becoming one of the leaders for canning and preserving, as they retain their color after cooking. They have also proven to be one of the best berries for commercial freezing. These outstanding features make them more profitable for the commercial grower.

Dear Gentlemen:

I received the plants O. K. Please accept my thanks for the very good plants you sent me. I must say these plants are the best I have ever had come to me for the many thousands of plants I have ordered. If these do well here I will want 10,000 next year.

Very truly,

E. U.,
Juneau, Wis.

Dear Sirs:

Plants came in fine shape; 522 in number. I have planted them 18 inches by two feet. Did not receive directions as to how you grow them. Would like them if possible.

Yours truly,

W. H. D.,
Downers Grove, Ill.

Dear Sir:

My Wayzata plants were set out early this spring without irrigation until late in the year, and proved drought-resistant while other varieties burned out. The plants now, December 1st, show promise of a good crop the coming year. People in Sheboygan, who bought these berries at our roadside stand, simply went wild over them in enthusiasm to have June berries during the months of August, September, and October.

Yours sincerely,

H. B.,
Sheboygan, Wis.

My dear Sir:

The 3,000 Wayzata plants that I bought of you last spring, came all the way from Minnesota in fine shape. They started a lot of runners but we had a very dry spell which curtailed the number of runner plants very much. I have, however, some 6,000 to 8,000 fine runner plants. Now as to fruit, the dry spell curtailed my yield at least one-third. I sold my first berries July 31st, and up to October 12th I have sold \$112.78 in berries. In addition to this, we have had all the berries on our table that we wanted for a family of eight, five of whom are children, and all of which are very fond of strawberries. We have also canned berries for our winter use. A frost that will kill corn does not seem to hurt either blossom or fruit. In my opinion, the Wayzata is the most wonderful strawberry ever produced.

Yours truly,

E. A. R.,
New Brunswick, Maine.

FRED W. BRADEN

Wayzata, Minn.

Phone 386-J